



# SESSION FOUR

## Embedded and Video

CHAIR JAN-WILLEM VEN DE WAERDT, NXP  
5:45 - 7:15 PM

SH-X3 - Flexible SuperH Multi-core for High-performance and Low-power Embedded Systems

**Shinichi Shibahara,**  
**Masashi Takada,**  
**Tatsuya Kamei,**  
**Kiyoshi Hayase,**  
**Yutaka Yoshida,**  
**Osamu Nishii,**  
**Toshihiro Hattori**  
Renesas & Hitachi Ltd.

An Innovative HD Video and Digital Image Processor for Low-cost Digital Entertainment Products

**Deepu Talla**  
Texas Instruments

Professional H.264/AVC CODEC Chip-Set for High-Quality HDTV Broadcast Infrastructure and High-End Flexible CODEC Systems

**Mitsuo Ikeda,**  
**Hiroe Iwasaki,**  
**Koyo Nitta,**  
**Takayuki Onishi,**  
**et al**  
NTT Cyber Space  
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